

# ATF Handypacks

Fonts of Shaded Stars



and Ombree Ornaments

These provide a wide variety of conventional and useful ornamental designs.

*Carried in stock at your nearest ATF Branch.*

**I**N THE OLD DAYS, decorative spots were used for chapter headings, tail pieces and for ornamentation on the covers of books, booklets and pamphlets. Decorative devices were used in announcements, circulars, menus and folders.

Today, we need no type decoration for catalogs, house magazines, folders and annual corporation reports, which are profusely illustrated with halftones. But, we do need decoration to embellish our plain-type announcements, folders, booklets, pamphlets, menus and circulars.

As a result of this lack of type decoration, there has been a distinct loss in color, interest and character of the bulk of our printing which does not carry halftones. The average plain-type printed piece without decoration doesn't have a spark of attraction to interest the recipient.

BRAD STEPHENS, *Editor*  
Direct Advertising

## American Type Founders



200 Elmora Avenue  
Elizabeth B, New Jersey

Manufacturers of Kelly Presses, Little Giant Presses,  
Chief Offset Presses, Web-fed Offset Presses, Gra-  
vure Presses, Foundry Type and Process Cameras



Distributors of Bostitch, Challenge, Chandler & Price,  
Hamilton, Roshack, Vandercook and other Equip-  
ment for Composing Room, Pressroom and Bindery



# ATF Handypacks

**\$2.95** EACH

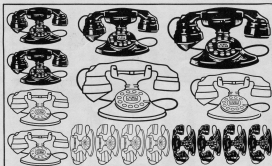
96 useful assortments in covered boxes.

12 boxes fit in one Handypack Quarter Case No. 3085. Case only, \$1.40 each.

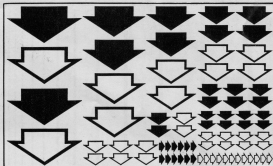
Any individual character in Handypacks or any character for which the Foundry has a matrix can be cast to order in Foundry Lines. For prices see Schedule 10009, Table E-1, on page 41 of ATF Descriptive Type Price List.

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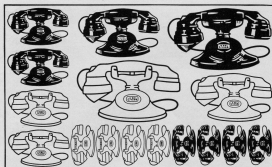
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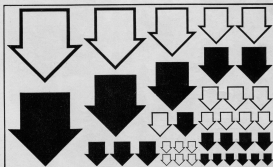
1...Dial Hand Phones



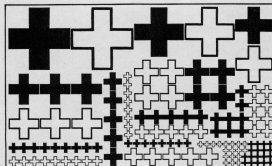
8...Modern Arrows, en set



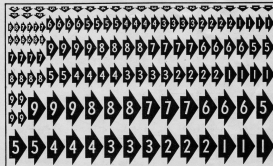
2...Manual Hand Phones



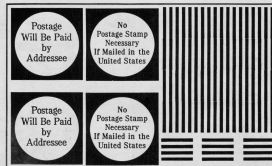
9...Modern Arrows, en set



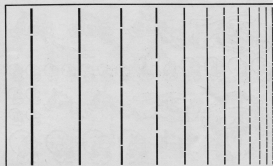
6...Geneva Crosses



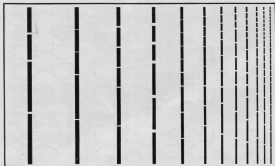
10...Numbered Arrows



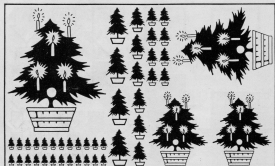
7...Business Reply Logotypes



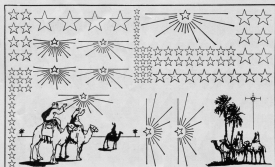
11...Light Dashes, 5 to 48 point bodies



12...Medium Dashes, 5 to 48 point bodies



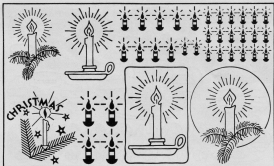
21...Christmas Trees



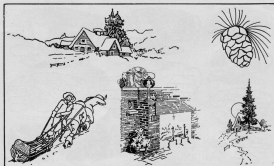
22...Stars and Wise Men



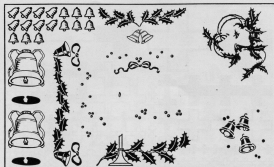
23...Santa Claus and Reindeer



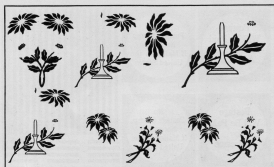
24...Candles



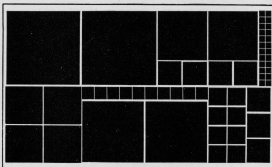
25...Christmas Scenes



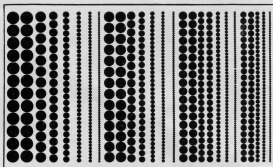
26...Christmas Bells and Holly Leaves, one- and two-color



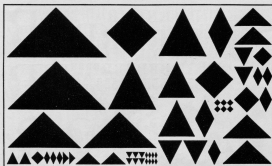
27...Poinsettias, two-color



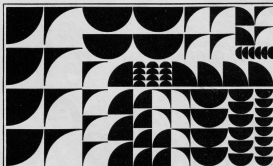
28...Typographic Squares



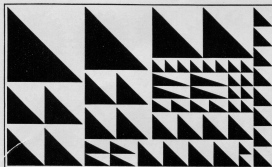
32...Typographic Dots, 6 to 12 point bodies



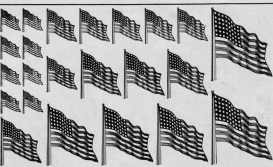
29...Triangles and Diamonds



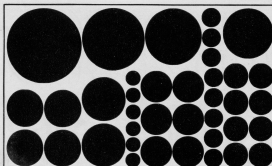
33...Semi-circles and Quadrants



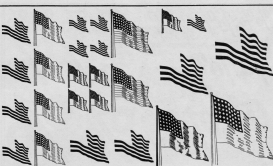
30...Triangles



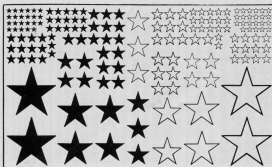
34...United States Flags



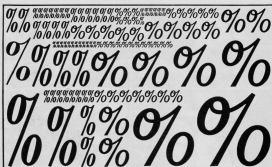
31...Typographic Dots, full face



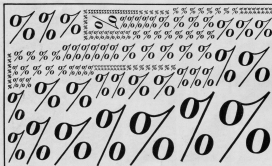
35...United States Flags, two-color



39...Stars



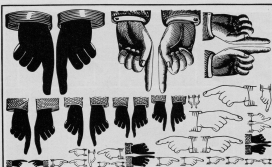
40...Cheltenham Bold Percent Marks, em and en set



41...New Caslon Percent Marks, wide and narrow



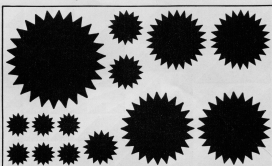
42...Gothic Percent Marks, wide and narrow



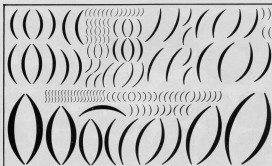
43...Fists



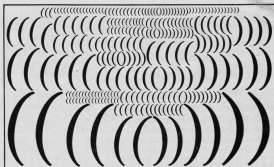
44...Medical Signs



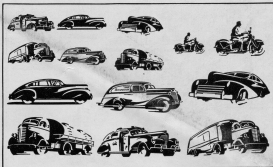
45...Slocum Seals



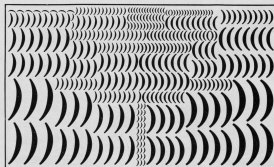
46...Parentheses for light thick-and-thin types



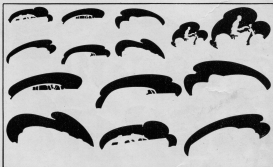
47...Parentheses for bold thick-and-thin types



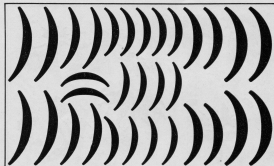
52...Transportation Typecuts



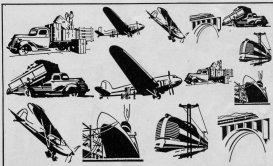
48...Parentheses for light types of medium contrast



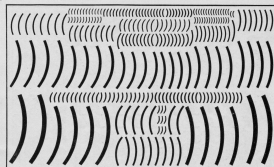
52C...Cloud backgrounds for typecuts in Handypack 52



49...Parentheses for bold types of medium contrast



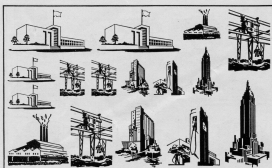
53...Transportation Typecuts



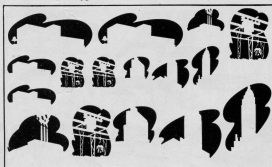
50...Parentheses for light monotone types



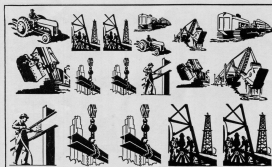
53C...Cloud backgrounds for typecuts in Handypack 53



54...Industrial Typecuts



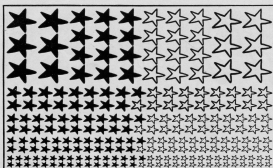
54C...Cloud backgrounds for typecuts in Handypack 54



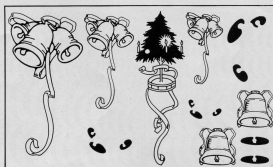
55...Industrial Typecuts



55C...Cloud backgrounds for typecuts in Handypack 55



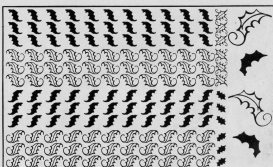
59...Modernistic Stars



60...Christmas Bells, one- and two-color



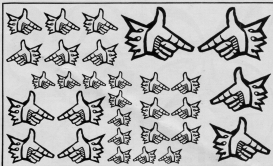
61...Poinsettias, two-color



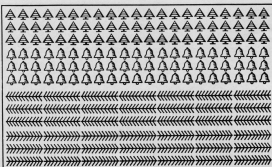
62...Holly Border, one- and two-color



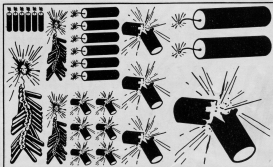
63... Holly Border, two-color



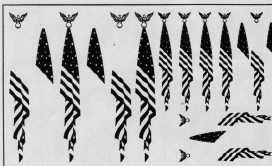
70... Chapbook Pointers



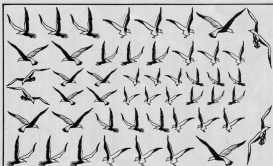
64... Modern Christmas Border



71... Firecrackers



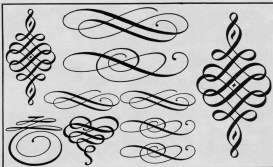
68... Draped Flags, one- and two-color



72... Seagulls

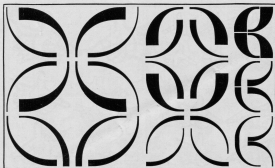


69... Bradley Decorators



73... Civillite Ornaments





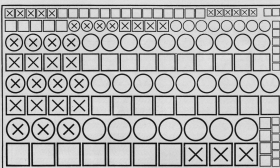
74...Tapered Corners



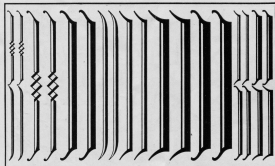
78...Vocational Cameos



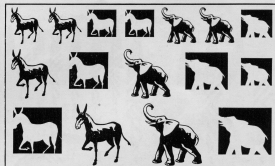
75...Lightning Flashes



79...Ballot Signs



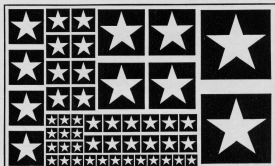
76...Advertising Brackets



80...Republican and Democratic Party Emblems



77...Decorative Cameos



82...Reverse Stars

A complex grid of numbers from 0 to 9 arranged in a pattern that resembles a barcode or a stylized representation of a number system. The numbers are organized into rows and columns, with some numbers appearing more frequently than others. The overall structure suggests a mathematical or computational theme.

84...New Caslon Fractions: wide

[illegible]

**85**...New Caslon Fractions, narrow

[illegible]

### 86...Cheltenham Bold Fractions

1 1 1 1 1 1 1 1 1 1  
 2 2 2 2 2 2 2 2 2 2  
 3 3 3 3 3 3 3 3 3 3  
 4 4 4 4 4 4 4 4 4 4  
 5 5 5 5 5 5 5 5 5 5  
 6 6 6 6 6 6 6 6 6 6  
 7 7 7 7 7 7 7 7 7 7  
 8 8 8 8 8 8 8 8 8 8  
 9 9 9 9 9 9 9 9 9 9

88...New Gothic Fractions, light

[illegible]

**89...** New Gothic Condensed Fractions, light

[illegible]

**90...**New Gothic Fractions, medium

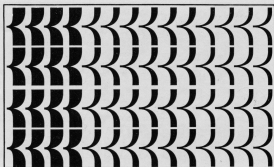
[illegible]

**91...**New Gothic Condensed Fractions, medium

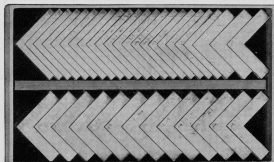
[illegible]

**92**...New Gothic Fractions, heavy

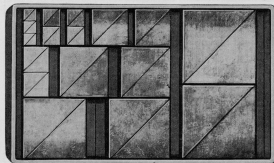




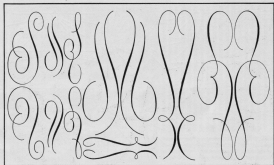
102...Bracemakers



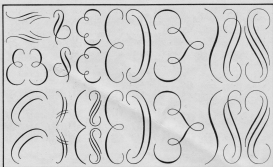
103...Corner Quads



104...Angular Quads



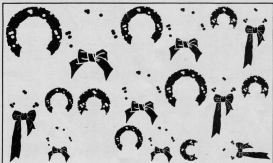
105...Penline Flourishes



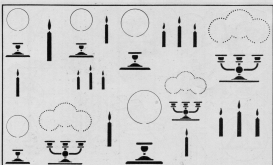
106...Penline Flourishes



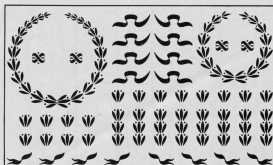
107...Orphic Spots



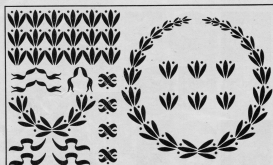
108...Yuletide Wreaths



109...Candlesticks



110...Laurel Ornaments



111...Laurel Ornaments



112...Masonic Emblems



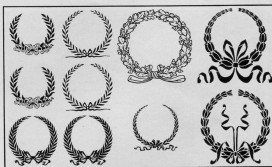
113...Masonic Emblems



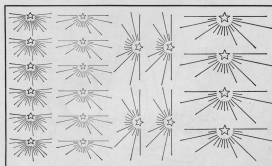
114...Fraternal Emblems



115...Fraternal Emblems



116...Decorative Wreaths



117...Yuletide Stars



# Shaded Stars



12 point ... \$1.95



18 point ... \$1.85



24 point ... \$2.10



30 point ... \$1.70



36 point ... \$1.90



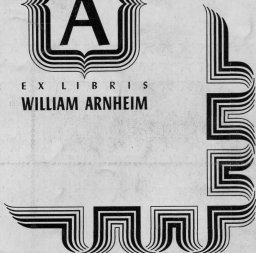
48 point ... \$1.25

# Ombree Ornaments

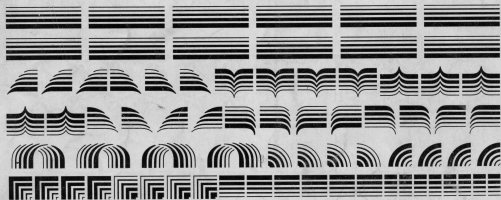
Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.



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1	33	55	82	106
2	34	55C	84	107
6	35	59	85	108
7	39	60	86	109
8	40	61	88	110
9	41	62	89	111
10	42	63	90	112
11	43	64	91	113
12	44	68	92	114
21	45	69	94	115
22	46	70	95	116
23	47	71	96	117
24	48	72	97	Outline ornaments
25	49	73	98	fonts
26	50	74	99	Shaded Stars
27	52	75	100	12pt
28	52C	76	101	18pt
29	53	77	102	24pt
30	53C	78	103	30pt
31	54	79	104	36pt
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10	42	63	90	112
11	43	64	91	113
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